



# Aurora Square Revitalization

A Tactical Partnering Approach

PROPOSAL





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# Aurora Square Revitalization

A Tactical Partnering Approach

ULI Center for Sustainable Leadership - 5/29/14





## Urban Land Institute Center for Sustainable Leadership

- 25 Individuals with expertise in built environment
- One year course
- Engage with industry experts, local executives, and national thought leaders on the Puget Sound region's pressing issues

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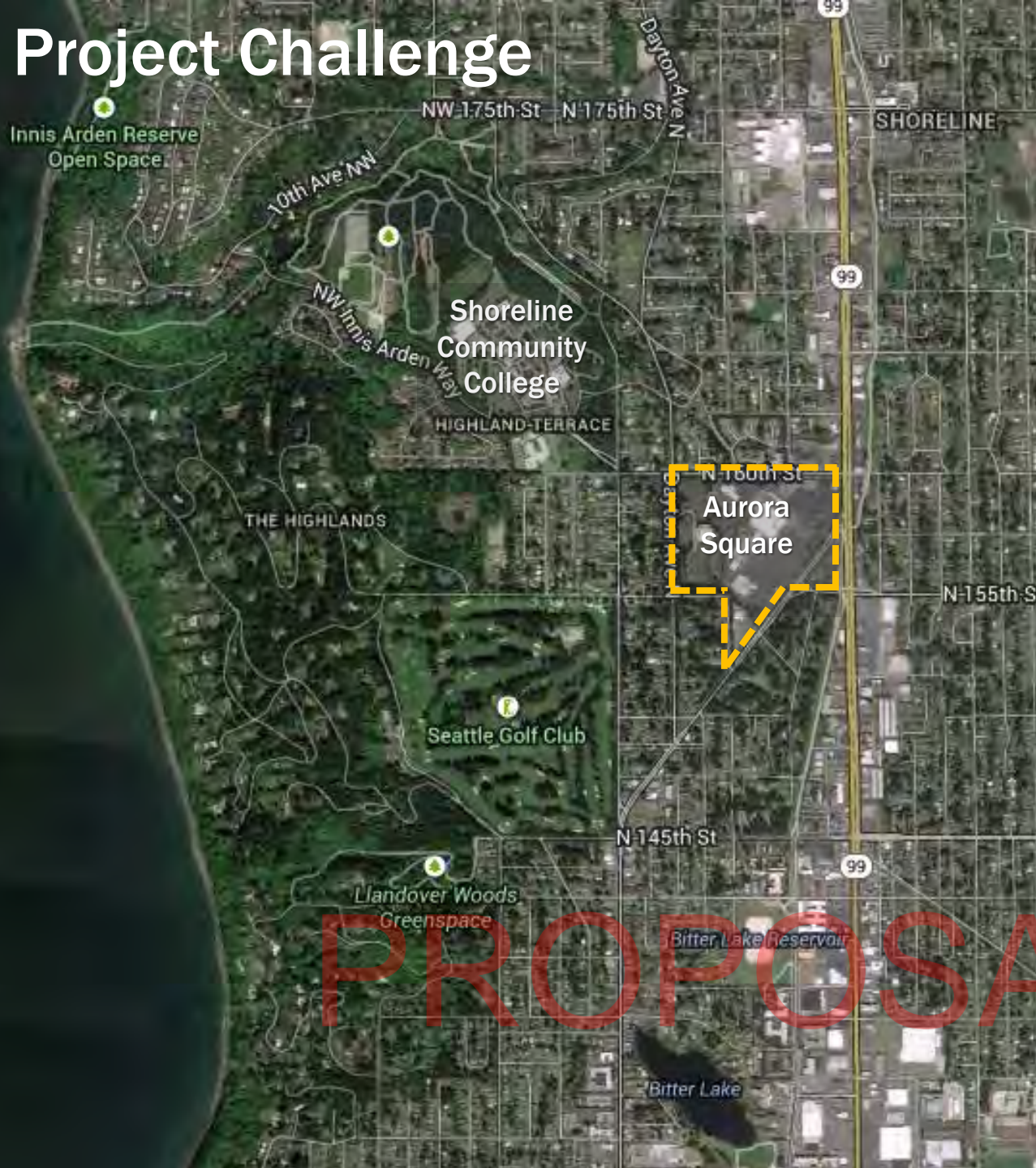


## Curriculum:

- Natural Assets / Bio-Region
- Health and the Built Environment
- Suburban Community Development
- Capital Markets
- Tactical Urbanism
- Micro-Communities
- Transit Communities



# Project Challenge



## Our Group Assignment:

Shopping center in decline from absence of cohesive planning and investment, and City now acting as the master planning agent.

Aid the City of Shoreline's master planning to provide a dynamic and flexible framework for guiding public-private partnership projects.

Site has high potential for redevelopment due to demographics and location.

This team will advise the City of Shoreline on strategies to harness and capture potential and turn it into a thriving urban center.



# Redevelopment Context



## Challenges:

- Multiple private landowners
- Undemonstrated revenue potential
- Outdated suburban retail model
- Poor tenant mix
- Disconnection from Highway 99
- Topography

## Opportunities:

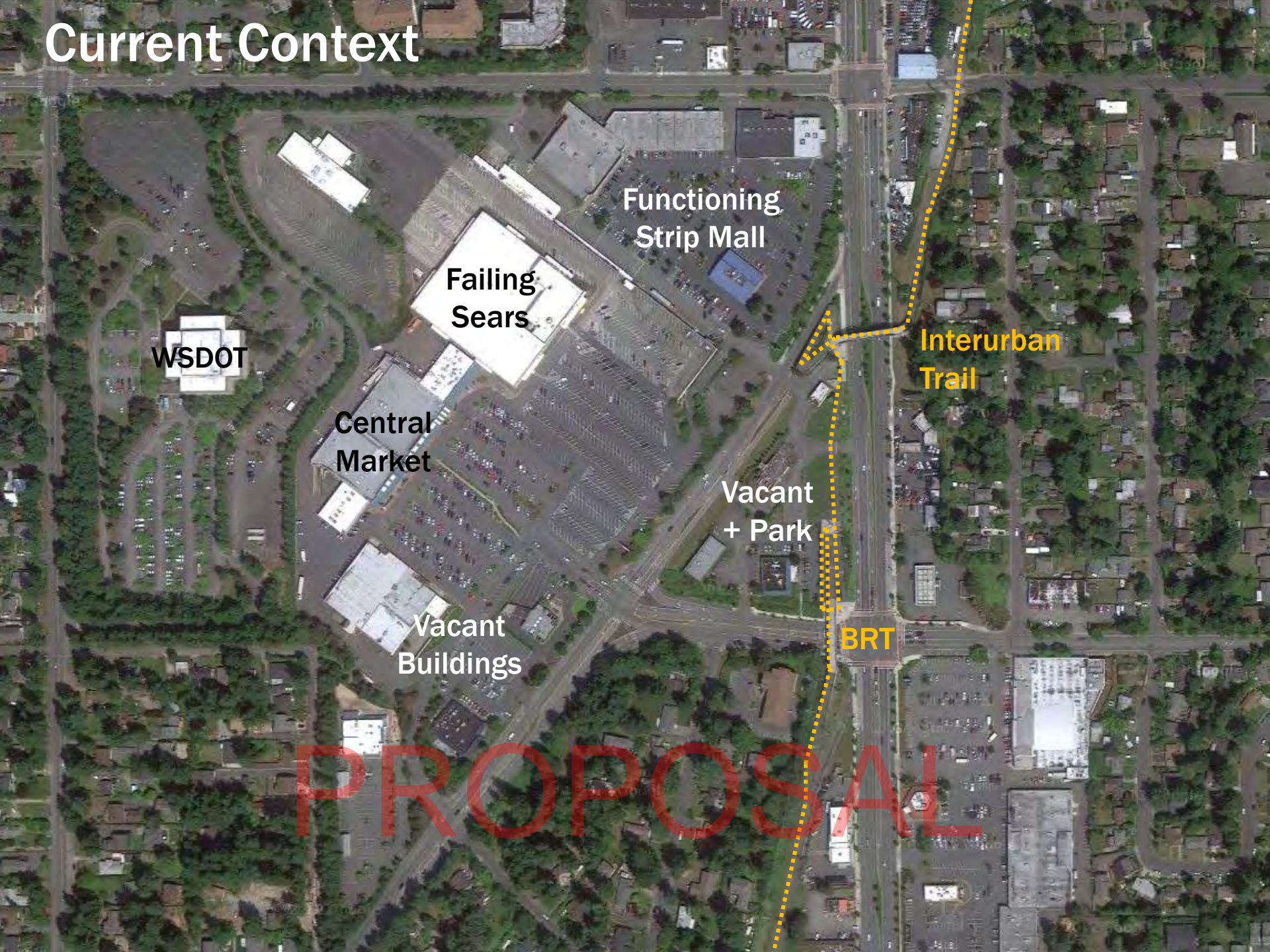
- Large demographic catchment area
- Proximity to Shoreline Community College
- Bus rapid transit service to Seattle and Everett

# 1967 Context





# Current Context



WSDOT

Failing  
Sears

Central  
Market

Vacant  
Buildings

Functioning  
Strip Mall

Vacant  
+ Park

Interurban  
Trail

BRT

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# Current Context



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Vacant strip buildings  
and parking lots.  
Park and overpass.



# Current Context





# CRA Masterplan



## City of Shoreline Masterplan Goals:

- Establish a center
- Transform Westminster Way
- Construct internal connections
- Mix uses, college, housing, jobs
- Add cinema or soundstage
- Ecodistrict



# Team's Challenge

To develop recommendations that can be implemented in the near term to advance the City's long-term vision.

## Our Process:

- Site visit
- Research demographics
- Talk with residents
- Review Master Plan
- Consult programming expert
- Identify community stakeholders
- Identify potential partners

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# Proposed Strategy

Utilize tactical urbanism strategies to program Aurora Square so as to revitalize interest in the space, and gauge community interest in various ways of utilizing the space.

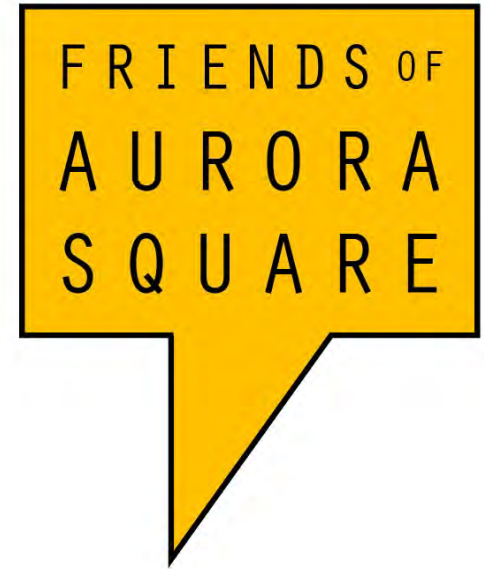




# 1. Marshal Community Stakeholders

## **“Friends of Aurora Square” nonprofit establishment**

- Invite key stakeholders to sit on the Board
- Provide tax-free donation structure
- Establish entity for procurement of insurance, establishment of bank account, etc.
- Offer community-at-large opportunity to be “Friends”
- Establish branding
- Could partner with sponsoring organization



Friends of the Zoo





## 2. Claim the Site

### Claim lot above Sears:

- Inviting visibility from Central Market and Highway 99
- Restroom access in Sears
- Provides pedestrian safety if “attached” to Sear’s sidewalk
- Will not greatly disrupt traffic flow
- Plenty of unused parking

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# >Photovoltaic Array

Utilize a semi-permanent installation to ground the activities at the site and draw attention

- PV panels could provide shelter and electricity for activities
- Sustainable measure supported by Sears and the City
- Potential to produce revenue through energy rebates
- Solar power dashboard can be used as educational tool
- Approximate cost: \$30,000





# >Banners + Branding

Utilize light pole banners and painted site furniture to:

- Establish Aurora Square branding
- Visually tie together far-flung parcels
- Brighten up dismal parking lots
- Mark the seasons





# 3. Shift the Energy

## Move Farmer's Market from City Hall location

- Immediate community engagement
- June through October activity
- Boost shopping + programming in the Square
- Some City leaders already support this change
- Paint the pavement where market occurs, include banners





# 4. Gather the Community

**Program Aurora Square throughout the year to:**

- Increase visibility as a neighborhood gathering place
- Demonstrate retail viability
- Generate a buzz
- Inspire community for the future of Aurora Square
- Solicit development ideas from wide variety of community members
- Produce revenue





# >Bike Rodeo

What:

A big bike party in the parking lot with...

- races
- repair workshops
- education
- bike swap
- bike vendors
- bike organizations
- art bikes
- bike polo

When:

Summer weekend,  
10am – 8pm

Approximate Cost:  
\$38,000





# >Oktoberfest

What:

Beer Garden in the parking lot with...

- Local brews
- Food Trucks: sausages, pretzels, sauerkraut, charcuterie
- Kids' Activities: root beer garden, pumpkin carving, face painting, scare crow making contest
- DIY and How-To Booths: make your own beer + sauerkraut

When:

- Three weekends in September/October, 10am-10pm

Approximate Cost: \$110,00





# >Holiday Village

## What:

Outdoor holiday village with...

- Christmas tree sales
- Local vendors
- Holiday activities
- Santa + reindeer
- Hot chocolate

## Why:

- Establish the Square as year-round community gathering place
- Test potential for retail

## When:

- Month of December

Approximate Cost:

\$110,000





# 5. Give a Voice

## HELP PLAN THE FUTURE OF AURORA SQUARE!

1. What's missing from Aurora Square now?

- |   |  |
|---|--|
| <input type="checkbox"/> Retail/Stores? Type_____ | <input type="checkbox"/> Housing         |
| <input type="checkbox"/> Restaurants/Bars         | <input type="checkbox"/> Openspace/Parks |
| <input type="checkbox"/> Other_____               |  |

2. What brought you here today?

- |   |                              |
|---|------------------------------|
| <input type="checkbox"/> Something to do with the whole family. | <input type="checkbox"/> Yes |
| <input type="checkbox"/> Happened to see it and stopped by      | <input type="checkbox"/> No  |
| <input type="checkbox"/> Other_____                             |                              |

3. Did you enjoy the event?

4. What other events would you like to see here?

- |                                     |  |                                     |
|-------------------------------------|--|-------------------------------------|
| <input type="checkbox"/> Food/drink | <input type="checkbox"/> Kids activities | <input type="checkbox"/> Movies     |
| <input type="checkbox"/> Biking     | <input type="checkbox"/> Crafts/DIY      | <input type="checkbox"/> Other_____ |

5. What place would you like Aurora Square to look like in the future?

\_\_\_\_\_

\_\_\_\_\_

6. Other comments or suggestions?

\_\_\_\_\_

\_\_\_\_\_

Find out about future events and volunteer opportunities on our website:  
[FriendsOfAuroraSquare.org](http://FriendsOfAuroraSquare.org)

Sign up here for the latest updates on upcoming events:

Name: \_\_\_\_\_

Email: \_\_\_\_\_





# 6. Transform the Square

## Short Term 2014 - 2016

- ☐ Execute well-attended events
- ☐ Establish base for planning activities

## Medium Term 2017 - 2020

- ☐ Run community planning meetings/charettes
- ☐ Gain Control of private sites
  - Tsang property
  - WSDOT property
- ☐ Establish strategic partnerships

## Long Term 2021 - 2024

- ☐ Create a thriving mixed-use urban center
  - walkability
  - affordable housing
  - green space
  - varied retail (local)
  - hospitality (restaurants)





# Pitfalls on the Path to Transformation

- Lack of community input (top-down planning)
- Reliance on big box retail (opportunism)
- Car focus
- Over-reliance on single use
- Failure to incorporate ecosystem planning
- Unrealistic timeline/expectations (development economics)
- Alienating land-owners





# Contacts

## Event Planning:

Jordan Adams  
Principal  
Events + Creative  
[jordan@jordantadams.com](mailto:jordan@jordantadams.com)  
206-651-4184

## Community Charrette Planning:

The Pomegranate Center  
<http://pomegranatecenter.org/>

The Center for Urban Pedagogy  
<http://welcometocup.org/>

## Photovoltaic Installation:

Dave Nicol  
CapStone Solutions  
[dnicol@capstoneemail.com](mailto:dnicol@capstoneemail.com)

## Bike Events:

Washington Bikes  
<http://wabikes.org/>  
Louise McGrody - Outreach and  
Communications Manager

Cascade Bicycle Club  
<http://www.cascade.org/>  
Serena Lehman  
Director of Membership &  
Outreach  
<http://www.cascade.org/director-membership-outreach>

Bike Works  
<http://bikeworks.org/>

Seattle Bike Polo  
<http://www.seattlebikepolo.com>

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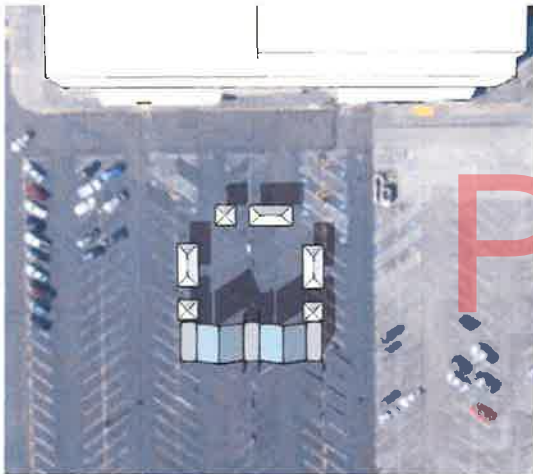
#### APPROACH 1

Using Containers as a structural storage system, coverings extend off of the tops of the containers to frame a central zone. Activities can be performed around containers under the cover of tents stored in the containers. When packed up, only 12 spots are impacted. (Farmers' Market shown)

Aurora Square CRA  
Public-Private Renewal Project  
Rendered by: Ian Crouch







## APPROACH 2

Using Containers as a structural storage system, coverings are suspended with A-frames, collapsible for storage. Openings extend defined space into the rest of the parking lot to extend usable visually-defined space. When packed up, only 12 spots are impacted. (Car Show event shown)

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Public-Private Renewal Project  
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### APPROACH 3

Using Containers as a structural storage system, collapsible structural coverings extend off of the top of the containers creating a central square zone that acts as a visually and physically defined space. When packed up, only 8 spots are impacted. A potential stage located on the sidewalk is the focal point for the event space. (Concert event shown)

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# Parking lot concepts



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# Parking lot concepts

